

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period May 23, 2014 to May 22, 2015.

1) Employment Unit: Good Karma Broadcasting, LLC (Cleveland, OH)

2) Unit Members (Stations and Communities of License): WWGK(AM) FCC Facility ID No. 7065 Cleveland, OH
WKNR(AM) FCC Facility ID No. 28509 Cleveland, OH

3) EEO Contact Information for Employment Unit:

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	Contact Person/Title: Keith Williams / General Manager
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4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title

Recruitment Source Referring Hiree

1. Partnership Coordinator

Exigent Circumstances

Good Karma Broadcasting is an Equal Opportunity Employer.

1) Job Title: Partnership Coordinator

Referral Source(s) of Hiree: Exigent Circumstances

Explanation: The licensee was recruiting for a Marketing Consultant for its co-owned stations in the Madison, WI market and the required recruitment and outreach was conducted for that position. Due to the applicant's geographic location, he interviewed for the Madison position in the licensee's Cleveland offices. The Cleveland employment unit decided to hire the candidate to work in Cleveland as a Partnership Coordinator. A candidate was also hired in the Madison, WI market as a result of the recruitment process.

5) Total # of Interviewees Referred: **For the period from May 23, 2014 to May 22, 2015, this Employment Unit interviewed one interviewee for a full-time job vacancy. One applicant was hired.**

6) Supplemental Recruitment Initiatives:

(a) Initiative: Internship Program

The employment unit operates an internship program which allows interns to gain experience in many areas of the radio industry. Internships are available year round. During the period covered by this report, 34 interns participated in the program and most received college credit. Internships are available in the areas of programming, sales, promotions, and administration. Depending on the main focus of the internship, interns may report directly to a Sales Manager, General Manager, Content Director, or Marketing Facilitator. Interns learn a wide variety of skills, including but not limited to: writing on-air copy and promotional announcements, website maintenance, writing and sending out press releases, miscellaneous office responsibilities, assisting on-air talent with remote broadcasts including set-up and tear down, board-oping and help with show producing, and recapping events for clients. Interns are recruited from the many universities, colleges, and technical colleges around the area, including Baldwin Wallace College, Bowling Green State University, The Ohio State University, John Carroll University, Kent State University, Duquesne University, Allegheny College, University of Akron, The Ohio Center for Broadcasting, the University of Miami of Ohio, and Ohio University

(b) Initiative: Mentoring Program

The employment unit has implemented a mentoring program called Big Brothers/Big Sisters. It is intended to pair up Good Karma Broadcasting teammates (*i.e.* employees) across markets and encourage veteran teammates and new teammates to develop a relationship, share ideas and advice and become a resource for each other.

(c) Initiative: Job Shadowing

Good Karma Broadcasting instituted and provides a job shadowing program. In this program, students from area high school and colleges visit the station and shadow an Employment Unit employee for an entire day, giving them a feel for careers in the broadcasting industry. The employment unit's marketing consultant had a high school student job shadow for the day on March 21, 2015.

(d) Initiative: Participation in Educational Institution and Community Events

Ohio Center for Broadcasting – A Marketing Consultant spoke to a class of 50 students about her time at the employment unit describing her internship and her career on December 9, 2014.

John Carroll University – An On-Air Personality spoke to a marketing class of 40 students on February 4, 2015. Topics included the business of sports and some tips for success.

Mayfield Chamber of Commerce – Two Marketing Consultants spoke at a luncheon on March 12, 2015. They spoke about the power of sports marketing as well as Cleveland sports. Approximately 30 people were in attendance.

John Carroll University – A Marketing Consultant was invited by a former intern to speak to a class of approximately 20 student about marketing at ESPN Cleveland on March 31, 2015

Cub Scout Pack 3362 of Hudson – An On-Air Personality/Marketing Consultant gave a tour to 12 scouts and 9 adults. They toured the studios and he explained how radio works and demonstrated some broadcast equipment on April 3, 2015.

Greater Cleveland YMCA – An On-Air Personality gave the keynote address to the annual meeting of the Greater Cleveland YMCA on April 23, 2014. The theme was Our Community, Our Cause with approximately 250 people in attendance.

St. Ignatius – A Marketing Consultant spoke at a “lunch and learn” session about his career in sports management and marketing on May 6, 2015. 20 students were in attendance.

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(e) Initiative: Scholarship Program

The Station Employment Unit funded two scholarships to Student Athletes of the Year. The scholarship awarded a \$2,000 scholarship and a \$1,000 scholarship to two area high school graduates. Scholarship winners are encouraged to participate in the Station Employment Unit's internship program.

(f) Initiative: Establishment of training programs

The Employment Unit's General Manager has conducted weekly training sessions throughout the year with a Marketing Consultant to train him for a General Manager position in the future.

(g) Initiative: Job & Career Fairs

Notre Dame College. South Euclid, OH. November 12, 2014. The Internship Coordinator participated in an intern fair. Approximately 30 were in attendance.

In Arts & Culture Career Fair. Cleveland Museum of Art, Cleveland, OH. November 17, 2014. The Internship Coordinator and Partnership Coordinator participated in "Linking Talent to Opportunity in Arts & Culture" career fair.

Showcase. Aloft, Cleveland, OH. January 7, 2015. Partnership Coordinators participated in the career fair. Approximately 100 were in attendance.

John Carroll University. Cleveland, OH. February 5, 2015. The Marketing Facilitator and a Partnership Coordinator participated in the intern fair. About 600 were in attendance.

Baldwin Wallace Job Fair. Berea, OH. February 27, 2015. A Partnership Coordinator and a Marketing Consultant participated in the intern fair. Over 100 were in attendance.